

**Claims:**

A listing of the entire set of pending claims (including amendments to the claims, if any) is submitted herewith per 37 CFR 1.121. This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently Amended)           An arrangement (100) for facilitating the sharing of a content item (101), comprising a first user device (110), a facilitating device (120) and a second user device (130),

the first user device (110) comprising selecting means (111) for obtaining an identifier for the content item (101) and an identifier for the second user device (130), and transmitting means (112) for transmitting the identifier for the content item (101) and the identifier for the second user device (130) to the facilitating device (120) wherein the facilitating device is different from a content provider of the content item, and

the facilitating device (120) comprising receiving means (121) for receiving from the first user device (110) the identifier for the content item (101) and the identifier for the second user device (130), generating means (122) for generating a representation (102) for the content item (101), and retransmitting means (123) for transmitting the representation (102) to the second user device (130).

2. (Original)   A facilitating device (120) for use in the arrangement (100) of claim 1, the facilitating device (120) comprising receiving means (121) for receiving from a first user device (110) an identifier for the content item (101) and an identifier for a second user device (130), generating means (122) for generating a representation (102) for the content item (101), and transmitting means (123) for transmitting the representation (102) to the second user device (130).

3. (Original) The facilitating device (120) of claim 2, further comprising electronic payment receiving means (124) for receiving an electronic payment from the first user device (110).

4. (Previously Presented) The facilitating device (120) of claim 2, further comprising relating means (125) for generating at least one reference (202) to a further content item (101) related to the content item (101), whereby the generating means (122) are arranged for adding the at least one reference (202) to the representation (102).

5. (Original) A first user device (110) for use in the arrangement (100) of claim 1, the first user device (110) comprising selecting means (111) for obtaining an identifier for the content item (101) and an identifier for a second user device (130), and transmitting means (112) for transmitting the identifier for the content item (101) and the identifier for the second user device (130) to a facilitating device (120).

6. (Currently Amended) A method of facilitating the sharing of a content item (101), comprising:  
\_\_\_\_\_receiving from a first user device (110) an identifier for the content item (101) and an identifier for a second user device (130)[,];  
\_\_\_\_\_generating a representation (102) for the content item (101),wherein the representation for the content item is different from the content item; and  
\_\_\_\_\_transmitting the representation (102) to the second user device (130).

7. (Original) The method of claim 6, further comprising receiving an electronic payment from the first user device (110).

8. (Previously Presented) The method of claim 6, where the representation (102) is a promotional message for the content item (101).

9. (Previously Presented) The method of claim 6, further comprising generating at least one reference (202) to a related content item (101) and adding the at least one reference (202) to the representation (102).

10. (Original) A computer program product (140) being arranged for causing a processor to execute the method of claim 6.

11. (New) The arrangement of claim 1, wherein the representation for the content item is different from the content item.

12. (New) A system for facilitating the sharing of a content item displayable on a first user device, the system comprising a content provider, a first user, the first user device, a facilitator, a second user and a second user device:

the first user device comprising,

a selecting module, the selecting module being operable to obtain an identifier associated with the content item and an identifier associated with the second user, and

a transmitting module, the transmitting module being operable to transmit the identifier associated with the content item and the identifier associated with the second user to the facilitator, wherein the facilitator is separate from the content provider, and

the facilitator comprising,

a receiving module, the receiving module being operable to receive from the first user device the identifier associated with the content item and the identifier associated with the second user,

a generating module, the generating module being operable to generate a representation of the content item, and

a retransmitting module, the retransmitting module being operable to transmit the representation to the second user device.

13. (New) The system of claim 12, wherein the representation of the content item is different from the content item.

14. (New) A system for facilitating the sharing of a content item displayable on a first user device, the system comprising a content provider, a first user, the first user device, a facilitator, a second user and a second user device:

the first user device comprising,

a selecting module, the selecting module being operable to obtain an identifier associated with the content item and an identifier associated with the second user, and

a transmitting module, the transmitting module being operable to transmit the identifier associated with the content item and the identifier associated with the second user to the facilitator, and

the facilitator comprising,

a receiving module, the receiving module being operable to receive from the first user device the identifier associated with the content item and the identifier associated with the second user,

a generating module, the generating module being operable to generate a representation of the content item wherein the representation is different from the content item, and

a retransmitting module, the retransmitting module being operable to transmit the representation to the second user device.

15. (New) The system of claim 14, wherein the representation comprises a promotional item for the content item.